

Message Text

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14

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W

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R 270150Z FEB 76

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 4657

INFO USDOC WASHDC

UNCLAS SINGAPORE 0920

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJECT: REVISED FY -77 EVENT SCHEDULE

REF: A. 75 SINGAPORE 5201 B. SINGAPORE 0386 C. STATE 042711.

1. REFTEL C REFLECTS OIM'S LATEST REVISION SINGAPORE FY -1977 PROMOTIONAL EVENT PROGRAM. EMBASSY NOTES THAT THIS MESSAGE REFERENCES REFTEL A, BUT NOT MORE RECENT REFTEL B (SINGAPORE FY 1977 CCP RECOMMENDATIONS).

2. CAMPAIGN #3; ENERGY SYSTEMS THEME TO REPLACE FOOD PROCESSING. EMBASSY NOTES THAT ENERGY AND FLUID TRANSFER SYSTEMS LISTED AS ALTERNATIVE THEME REFTEL B. WOULD FLUID TRANSFER SYSTEMS BE INCLUDED IN THIS EXHIBIT?

3. CAMPAIGN #4: DROPPING OF OIL SUPPORT INDUSTRIES EQUIPMENT THEME. EITHER ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT OR LABORATORY INSTRUMENTS WOULD BE ACCEPTABLE ALTERNATIVE THEMES (AGAIN, PER REFTEL B). ALL POSSIBLE CONSIDERATION SHOULD ALSO BE GIVEN TO REINSTATING FOOD PROCESSING EQUIPMENT THEME. EMBASSY REGARDS THIS AS ONE OF MOST Viable THEMES FOR SINGAPORE MARKET.

4. IF SCHEDULING CONFLICT IS REASON FOR DROPPING FOOD PROCESSING THEME, PLEASE NOTE THAT PROPOSED SINGAPORE EVENT WOULD PROBABLY NOT INVOLVE MORE THAN TWELVE EXHIBITIONS, AND THUS SHOULD NOT SIGNIFICANTLY CONFLICT WITH ANOTHER EVENT ON THIS THEME ELSEWHERE.

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5. EMBASSY NOTES THAT REFTEL C LISTS ONLY ONE OFFSITE EVENT AS FIRM. TRADE CENTER OPERATIONAL GUIDELINES AND CCP CALL FOR A LEVEL OF AT LEAST TWO OFFSITES ANNUALLY. EMBASSY URGES THAT SECOND OFFSITE BE CONFIRMED ASAP.

6. IN-STORE PROMOTION. PER REFTEL B GENERAL COMMENT SECTION, EMBASSY RECOMMENDING THIS EVENT BE DEFERRED UNTIL FY 1978.
PLEASE ADVISE.

HOLDRIDGE

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NNN

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